

Get a free phone every year
with Customers First.
Only from AT&T Wireless.

Being a wireless provider isn't
just about connecting phones.
It's about connecting people.
We'll help you stay connected—
coast to coast, country to country.

Here's how Customers First works:

- Sign up or renew on a qualified AT&T Wireless plan with a two-year agreement. Right now, that includes most plans \$39.99 and above.
- Register online at attwireless.com/freephones or call 1 800 894-8963.
- You'll be eligible to receive a select new phone every 12 months FREE after mail-in rebate, with a new two-year agreement, if you stay on or switch to a qualified rate plan (which may change from time to time).



mMode™ Add mMode™ service
and get your first month
FREE!*

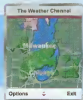
mMode brings together email,
Websites and games—your own
personalized world—all on your
Next Generation phone, to help
you make the most of your day.



Email or instant
message with
AOL®, Yahoo!® and
MSN® (NEW!)



Play-by-play
sports reports



Up-to-the-minute
weather and traffic
conditions

Customers First—one of the many ways
AT&T Wireless helps you reach out.

For more information check out the
mMode brochure, dial 1 866 reachout,
or visit us at attwireless.com/mmode.

*Available with new mMode activations. You will receive a credit equal to the amount of your monthly recurring charge for the mMode plan you select within 60 days if service is still active.

Screen shots are for demonstration purposes only.

Send UNLIMITED
text and picture messages
for the first month.

Text and Picture Messaging

A great way to stay connected with the
people you care about.



Sign up for any Text
or Picture Messaging*
plan and send
unlimited domestic
messages your first
month from the
AT&T Wireless
network.

And, since receiving
messages is free,
there's never
been a better time
to stay connected.

Sign up today!

Ask an AT&T Wireless Representative
or call Customer Care at 1 866 reachout
for more details about our messaging plans

Screen shots are for demonstration purposes only.

*Picture Messaging requires a multimedia-enabled phone. Unlimited offer applies to picture messages up to 50KB.



1 866 reachout
attwireless.com

Visit the Customer Center online at
attwireless.com/ocs

reachout
on the wireless service America trusts™

LIMITED TIME OFFER

AT&T Wireless Plans

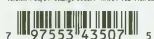


Reachout Unlimited™
FREE Mobile-to-Mobile
Minutes



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Version 4 02/04 Change Code: P NAT04-752 Flex 5a

AT&T Wireless
has been awarded



EXPLANATION OF RATES & CHARGES

Requires new activation. Activation subject to credit approval; deposit may be required. Compatible device, activation fee and minimum one-year contract required. Your device has been manufactured to operate exclusively on our network and cannot be activated with any other wireless carrier. Next Generation multi-band phones cannot be used with another customer's SIM card. After the first 30 days of service, an early cancellation fee of \$175 applies. On the AT&T Wireless Next Generation network, usage is measured during the time you are connected to our system, which is approximately from the time you press the button that initiates or answers the call until approximately the time the first party terminates the call. On any other AT&T Wireless network, usage is measured during the time you are connected to our system, which is approximately from the time you press the button that initiates or answers the call until approximately the time you press the button that terminates the call. Voice usage for each call is billed in full minute increments with partial minutes rounded up to the next full minute. While on the AT&T Wireless network, there is no charge for busy or unanswered calls if you end the call within 30 seconds. We may terminate your service if a majority of minutes in any three-month period are used off the AT&T Wireless network. Unused monthly Included Minutes, megabytes and text messages are lost. Availability, timeliness and reliability of service are subject to radio transmission limitations caused by system capacity, system repairs and modifications, your equipment, terrain, signal strength, weather and other conditions. For Next Generation multi-band phones, roaming not available on other carriers' domestic GSM/UMTS networks. Different rates apply for calling card or credit card calls, international calls or operator assistance. Long distance charges for calls received while roaming are calculated from your home area code to the location where you received the call. Due to delayed reporting between carriers, usage may be billed in a subsequent month and will be charged as if used in the month billed. Not all features, service options or offers are available on all devices, on all rate plans or available for purchase or use in all areas. Products, services and/or prices may vary outside of the 50 United States. AT&T Wireless VoiceIn, Call Waiting and Three-Way Calling will incur airtime or roaming plus applicable long distance charges. You will incur airtime or roaming plus applicable long distance charges when accessing voicemail from your wireless phone. Call forwarding usage is charged at the same rate per minute as additional airtime for your calling plan, plus applicable long distance charges and will not apply towards your Included Minutes. You will be billed for each text message sent from your device, whether the message is delivered or not. With Next Generation service, you will automatically receive limited access to AT&T Wireless data service for \$0.03 per kilobyte on any domestic GPRS network. Any termination or porting of any number to another carrier, except for your cancellation within 30 days of initial activation, will be effective at the end of the billing cycle in which cancellation occurs and you will be responsible for payment of all fees and costs until that time. We reserve the right to deny porting of any number to another carrier when your service is suspended. The end user's principal residence must be within an eligible AT&T Wireless area. For business or corporate responsibility customers, the end user's principal residence or principal business office must be within an eligible AT&T Wireless area. (Please ask your sales representative for address verification.) Eligibility requirements, pricing, features and calling areas are subject to change without notice, prior to purchase. Service is subject to the applicable map and features brochure and Terms and Conditions available in the AT&T Wireless Features and Services user guide.

Fees: Activation - \$36 per line; Reconnection - \$25 per line; Returned Check Charge - will not exceed \$20; AT&T Wireless Connect® - \$1.25 per use, plus airtime or roaming and applicable long distance, while on the AT&T Wireless network. Not available in Puerto Rico or Alaska. Monthly Regulatory Programs Fee \$1.75 per line. Various taxes, surcharges, fees and other assessments (e.g., Universal Connectivity Charge) apply. We have a commitment to privacy and encourage you to learn about our practices by reading our Privacy Policy at attwireless.com/privacy. For complete information on mMode and other features see the AT&T Wireless Service Areas and Features brochure.

Customers First: One free or discounted phone after mail-in rebate per account available twelve months after qualified activation or acceptance of any free or discounted phone. Phone selection is determined by AT&T Wireless and is subject to change. In order to receive each free or discounted phone after mail-in rebate, a customer must agree to and execute a new two-year agreement and remain on or switch to a qualified plan. Qualified plans are determined by AT&T Wireless and may change at any time. Customers may need to switch plans each year in order to receive program benefits. Program may be terminated at any time.

Discounted Activation Fee: Only available with a signed two-year service agreement. You will be charged \$25 if signed agreement not received within 60 days of activation.

AT&T Wireless Family: Additional credit screening, activation fee, \$175 Regulatory Programs Fee, \$175 early termination fee and other monthly fees apply for each line. You will receive the benefits associated with a one-year agreement if signed two-year agreement is not returned within 60 days of activation. Additional lines 2-4 available for \$9.99 per line, per month each with a two-year agreement if activated during the promotional period. Limited time offer.

Unlimited Text and Picture Messaging offers: Compatible phone and active voice plan required. You will receive one month of unlimited Text or Picture Messaging when you sign up for a qualified Text or Picture Messaging plan. Only available for messages sent from the AT&T Wireless network. For domestic messages only. Not available with AT&T Wireless GoPhone® service. Not eligible to customers who have been subscribed to a monthly Text or Picture Messaging plan within the previous 90 days. Limit one promotion per line. Limited time offer. See in-store printed brochures on Text or Picture Messaging and attwireless.com/text for charges, restrictions and complete details.

Get a free phone every year with Customers First. Only from AT&T Wireless.

Being a wireless provider isn't just about connecting phones. It's about connecting people. We'll help you stay connected—coast to coast, country to country.

Here's how Customers First works:

- Sign up or renew on a qualified AT&T Wireless plan with a two-year agreement. Right now, that includes most plans \$39.99 and above.
- Register online at attwireless.com/freephones or call 1 800 894-8963.
- You'll be eligible to receive a select new phone every 12 months FREE after mail-in rebate, with a new two-year agreement, if you stay on or switch to a qualified rate plan (which may change from time to time).



mMode™ Add mMode™ service and get your first month FREE!

mMode brings together email, Websites and games—your own personalized world—all on your Next Generation phone, to help you make the most of your day.



Email or instant message with AOL®, Yahoo!® and MSN® (NEW!)



Play-by-play sports reports

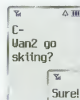


Up-to-the-minute weather and traffic conditions

Send UNLIMITED text and picture messages for the first month.

Text and Picture Messaging

A great way to stay connected with the people you care about.



Sign up for any Text or Picture Messaging* plan and send unlimited domestic messages your first month from the AT&T Wireless network.

And, since receiving messages is free, there's never been a better time to stay connected.

Sign up today!

Ask an AT&T Wireless Representative or call Customer Care at 1 866 reachout for more details about our messaging plans.

For more information check out the mMode brochure, dial 1 866 reachout, or visit us at attwireless.com/mmode.

*Available with new mMode activations. You will receive a credit equal to the amount of your monthly recurring charge for the mMode plan you select within 60 days if service is still active.

Screen shots are for demonstration purposes only.

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*Picture Messaging requires a multimedia-enabled phone. Unlimited offer applies to picture messages up to 50KB.

The most wireless coverage in North America.

1. Choose your plan

Take advantage of our great offers on new activations. No matter what your needs, you can count on AT&T Wireless to have the right plan to make your life simpler.

2. Select your phone or device

Choose from the top names in wireless technology. Then look at the corresponding AT&T Wireless Service Areas and Features brochure for a Service Area map. Don't forget to add the features and services you want like mMode™ and the Safety Package.

3. Activate your service today

Ask your AT&T Wireless Store Representative or Authorized Dealer how easy it is to activate today—or call 1 866 reachout.

Features included with every plan*

- Voicemail
- AT&T Wireless VoiceInfo
- Call Waiting
- International Dialing**
- Text Messaging

Receive unlimited text messages free. Send, forward and reply to domestic text messages for just 10¢ per message from the AT&T Wireless network.

*All available at no monthly charge, included automatically or available upon request.
**May not be available to all customers.

LOCAL PLAN | Get low rates and more minutes for the local calls that are most important to you.

| Monthly Service Charge ¹ | Anytime Minutes ² | Additional Airtime per Minute ³ | Roaming ⁴ | Nationwide Long Distance from your Local Service Area ⁵ | Night and Weekend Minutes from your Local Service Area ⁶ | Reachout Unlimited ⁷ |
|-------------------------------------|------------------------------|--|--|--|---|--|
| \$19.99 | Up to 45 | 45¢ | 69¢/min. | 20¢/min. | — | — |
| LIMITED TIME OFFER | | | | | | |
| \$29.99 | Up to 350 | 45¢ | 69¢/min. Refer to the AT&T Wireless Service Areas and Features brochure for coverage information. | included | unlimited | free Local Mobile-to-Mobile Minutes with a two-year agreement. |
| \$39.99 | Up to 600 | 40¢ | | | | |
| \$49.99 | Up to 800 | 40¢ | | | | |
| \$59.99 | Up to 1050 | 35¢ | | | | |
| \$74.99 | Up to 1300 | 35¢ | | | | |
| \$99.99 | Up to 1800 | 30¢ | | | | |
| \$149.99 | Up to 2700 | 30¢ | | | | |
| \$199.99 | Up to 4200 | 25¢ | | | | |
| \$299.99 | Up to 6300 | 25¢ | | | | |

1. An additional monthly \$1.75 Regulatory Programs Fee will be added to your bill for each line of service to help fund AT&T Wireless compliance with various government mandated programs which may not yet be available in your area. This is not a tax or a government required charge.

2. Available for use in your Local Service Area. See the AT&T Wireless Service Areas and Features brochure for details. 3. Domestic and international long distance may apply. 4. Available to anywhere in the 50 United States. Standard airtime charges apply. Available for as long as your rate plan remains unchanged. 5. Night and weekend airtime is from 9:00 p.m.–5:59 a.m. Monday–Friday, and Friday 9:00 p.m.–Monday 5:59 a.m.; plus New Year's Day, Independence Day, Labor Day, Thanksgiving and Christmas Day. Available for as long as your rate plan remains unchanged. 6. Mobile-to-Mobile Minutes available for calls placed to or received from the applicable Mobile-to-Mobile Service Area to or from another AT&T Wireless customer when both are on our domestic network. See the AT&T Wireless Services Areas and Features brochure for details.

NATIONAL PLAN | Pay no roaming or domestic long distance charges from your National Service Area.

| Monthly Service Charge ¹ | Anytime Minutes ² | Additional Airtime per Minute ³ | Roaming ⁴ | Nationwide Long Distance from your National Service Area ⁵ | Night and Weekend Minutes from your National Service Area ⁶ | Reachout Unlimited ⁷ |
|-------------------------------------|------------------------------|--|---|---|--|---|
| \$19.99 | Up to 30 | 45¢ | included | included | — | — |
| LIMITED TIME OFFER | | | | | | |
| \$29.99 | Up to 300 | 45¢ | included In your National Service Area. 69¢/min. outside your National Service Area. | included | unlimited | free National Mobile-to-Mobile Minutes with a two-year agreement. |
| \$39.99 | Up to 600 | 40¢ | | | | |
| \$49.99 | Up to 700 | 40¢ | | | | |
| \$59.99 | Up to 950 | 35¢ | | | | |
| \$74.99 | Up to 1200 | 35¢ | | | | |
| \$99.99 | Up to 1600 | 30¢ | | | | |
| \$149.99 | Up to 2500 | 30¢ | | | | |
| \$199.99 | Up to 4000 | 25¢ | | | | |
| \$299.99 | Up to 6000 | 25¢ | | | | |

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2. Available for use in your National Service Area. See the AT&T Wireless Service Areas and Features brochure for details. 3. Domestic and international long distance may apply. Roaming rates are 69¢ per minute when outside your National Service Area or off of the AT&T Wireless network. 4. Available to anywhere in the 50 United States. Standard airtime charges apply. 5. Night and weekend airtime is from 9:00 p.m.–5:59 a.m. Monday–Friday, and Friday 9:00 p.m.–Monday 5:59 a.m.; plus New Year's Day, Independence Day, Labor Day, Thanksgiving and Christmas Day. Available for as long as your rate plan remains unchanged. 6. Mobile-to-Mobile Minutes available for calls placed to or received from the applicable Mobile-to-Mobile Service Area to or from another AT&T Wireless customer when both are on our domestic network. See the AT&T Wireless Services Areas and Features brochure for details.

AT&T WIRELESS DIGITAL ONE RATE** PLAN | Pay no roaming or domestic long distance charges across the U.S. and U.S. Virgin Islands

| Monthly Service Charge ¹ | Anytime Minutes ² | Additional Airtime per Minute ³ | Domestic Roaming ⁴ |
|-------------------------------------|------------------------------|--|-------------------------------|
| \$59.99 | Up to 450 | 35¢ | — |
| \$79.99 | Up to 650 | 35¢ | — |
| \$99.99 | Up to 900 | 25¢ | — |
| \$119.99 | Up to 1100 | 25¢ | included |
| \$149.99 | Up to 1500 | 25¢ | — |
| \$199.99 | Up to 2000 | 25¢ | — |
| \$299.99 | Up to 3000 | 25¢ | — |

1. An additional monthly \$1.75 Regulatory Programs Fee will be added to your bill for each line of service to help fund AT&T Wireless compliance with various government mandated programs which may not yet be available in your area. This is not a tax or a government required charge.

2. Available for use in your AT&T Wireless Digital One Rate Service Area. See the AT&T Wireless Service Areas and Features brochure for details. 3. Domestic and international long distance may apply. 4. Available to anywhere in the 50 United States. Standard airtime charges apply. 5. Night and weekend airtime is from 9:00 p.m.–5:59 a.m. Monday–Friday, and Friday 9:00 p.m.–Monday 5:59 a.m.; plus New Year's Day, Independence Day, Labor Day, Thanksgiving and Christmas Day. Available for as long as your rate plan remains unchanged. 6. Mobile-to-Mobile Minutes available for calls placed to or received from the applicable Mobile-to-Mobile Service Area to or from another AT&T Wireless customer when both are on our domestic network. See the AT&T Wireless Services Areas and Features brochure for details.

in North America.

your phone or device

from the top names in wireless technology. Then look at the corresponding Wireless Service Areas and Features for a Service Area map. Don't forget to see the features and services you want like e™ and the Safety Package.

3. Activate your service today

Ask your AT&T Wireless Store Representative or Authorized Dealer how easy it is to activate today—or call 1 866 reachout.

NATIONAL PLAN

Pay no roaming or domestic long distance charges from your National Service Area.

| Monthly Service Charge ¹ | Anytime Minutes ² | Additional Airtime per Minute ² | Roaming ³ | Nationwide Long Distance from your National Service Area ⁴ | Night and Weekend Minutes from your National Service Area ⁵ | Reachout Unlimited ⁶ |
|-------------------------------------|------------------------------|--|--|---|--|--|
| \$19.99 | Up to 30 | 45¢ | included | included | — | — |
| LIMITED TIME OFFER | | | | | | |
| \$29.99 | Up to 300 | 45¢ | included in your National Service Area. 69¢/min. outside your National Service Area. | included | — | — |
| \$39.99 | Up to 600 | 40¢ | | | | |
| \$49.99 | Up to 700 | 40¢ | | | | |
| \$59.99 | Up to 950 | 35¢ | | | | |
| \$74.99 | Up to 1200 | 35¢ | | | unlimited | free |
| \$39.99 | Up to 1600 | 30¢ | | | | National Mobile-to-Mobile Minutes with a two-year agreement. |
| \$149.99 | Up to 2500 | 30¢ | | | | |
| \$199.99 | Up to 4000 | 25¢ | | | | |
| \$299.99 | Up to 6000 | 25¢ | | | | |

1. An additional monthly \$1.75 Regulatory Programs Fee will be added to your bill for each line of service to help fund AT&T Wireless compliance with various government mandated programs which may not yet be available in your area. This is not a tax or a government required charge.
2. Available for use in your National Service Area. See the AT&T Wireless Service Areas and Features brochure for details. 3. Domestic and international long distance may apply. Roaming rates are 69¢ per minute when outside your National Service Area or off of the AT&T Wireless network. 4. Available to anywhere in the 50 United States. Standard airtime charges apply. 5. Night and weekend airtime is from 9:00 p.m.–5:59 a.m. Monday–Friday; and Friday 9:00 p.m.–Monday 5:59 a.m.; plus New Year's Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day. Available for as long as your rate plan remains unchanged. 6. Mobile-to-Mobile Minutes available for calls placed to or received from the applicable Mobile-to-Mobile Service Area to or from another AT&T Wireless customer when both are on our domestic network. See the AT&T Wireless Services Areas and Features brochure for details.

Features included with every plan*

- Voicemail
- AT&T Wireless VoiceInfo
- Call Waiting
- International Dialing™
- Text Messaging

Receive unlimited text messages free. Send, forward and reply to domestic text messages for just 10¢ per message from the AT&T Wireless network.

*All available at no monthly charge, included automatically or available upon request. Usage charges may apply.

**May not be available to all customers.

- Call Forwarding
- Three-Way Calling
- Caller ID
- TXT-411
- AT&T Wireless Connect®

Dial 411 for U.S. phone listings, driving directions, movie listings, restaurant reservations and more.

AT&T WIRELESS DIGITAL ONE RATE™ PLAN

Pay no roaming or domestic long distance charges across the United States, Puerto Rico, and U.S. Virgin Islands.

| Monthly Service Charge ¹ | Anytime Minutes ² | Additional Airtime per Minute ² | Domestic Roaming | Domestic Long Distance | Night and Weekend Minutes ³ |
|-------------------------------------|------------------------------|--|------------------|------------------------|--|
| \$59.99 | Up to 450 | 35¢ | included | included | Get up to 1000 additional night and weekend minutes for just \$9.99. |
| \$79.99 | Up to 650 | 35¢ | | | |
| \$99.99 | Up to 900 | 25¢ | | | |
| \$119.99 | Up to 1100 | 25¢ | | | |
| \$149.99 | Up to 1500 | 25¢ | | | |
| \$199.99 | Up to 2000 | 25¢ | | | |
| \$299.99 | Up to 3000 | 25¢ | | | |

1. An additional monthly \$1.75 Regulatory Programs Fee will be added to your bill for each line of service to help fund AT&T Wireless compliance with various government mandated programs which may not yet be available in your area. This is not a tax or a government required charge.
2. Available for use in your AT&T Wireless Digital One Rate Service Area. See the AT&T Wireless Service Areas and Features guide for details. 3. Night and weekend package includes airtime minutes used Monday–Friday, 9:00 p.m. to 5:59 a.m.; and weekends beginning Friday at 9:00 p.m. through Monday 5:59 a.m.; plus New Year's Day, Independence Day, Labor Day, Thanksgiving and Christmas.

FREE Mobile-to-Mobile Minutes

Reachout Unlimited

Sign up for a Local or National plan \$39.99 or above with a two-year agreement and get free Mobile-to-Mobile Minutes.

Add extra lines for \$9.99!

AT&T Wireless Family

Add up to three additional lines to your existing Next Generation Local or National plan \$39.99 per month and above. Additional lines are \$9.99 per line per month on plans \$59.99 and above with a two-year agreement and \$19.99 per line per month on plans \$39.99 and \$49.99.



Save \$26

on your \$36 activation fee when you sign a two-year agreement.